IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No. 020431.1119

In re Application of:

VIJAY G. KASIREDDY Examiner:

KHANH H. LE Serial No. 10/672,537

Filed: 26 SEPTEMBER 2003 Art Unit: 3688

For: **DISTRIBUTING CONSUMER DEMAND** Confirmation No.: 3740

UPSTREAM IN A SUPPLY CHAIN

RESPONSE PURSUANT TO 37 C.F.R. § 1.111

MAIL STOP: AMENDMENT

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir/Madam:

A Non-Final Office Action in the subject Application was mailed to the undersigned on March 4, 2011, which provides for a shortened statutory response period ending Monday June 6, 2011, since June 4, 2011 is a Saturday. Please enter the following amendments and consider the following remarks.